



GETTING THERE

Positioning Cincinnati for Growth and Development

CINCINNATI STREETCARS

- Job generators
- Stimulus for development
- Expand the tax base
- Benefit all neighborhoods

CINCINNATI'S VISION

Create a competitive city

- Connect current destinations in top 2 employment centers
- Spur new developments
- Create a city people choose



- *Plus, become more environmentally friendly*

CINCINNATI'S VISION

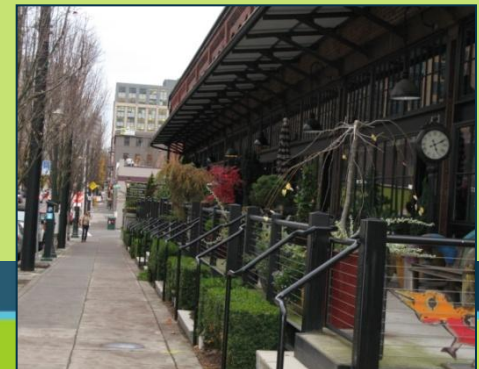
Why Streetcars Now?

The streetcar idea is not new – streetcars were an part of Cincinnati's daily life until the 1950's.

The Streetcar was called for in the comprehensive 2002 Metro Moves Plan. Other plans over decades have called for a way to connect Downtown and Uptown, and to connect Cincinnati's remarkable, but dispersed, neighborhood and institutional assets.

Today streetcars are part of the new demand for urban living options and for a interesting, vibrant "walkable urbanism."

Cincinnati has demonstrated that it can accomplish several big projects simultaneously.



CINCINNATI'S VISION

The City of Cincinnati can benefit from streetcars by bringing:

- *New Product*
- *New Talent*
- *New Investment*
- *New Connectivity*
- *New Jobs*

A New Competitive Edge!

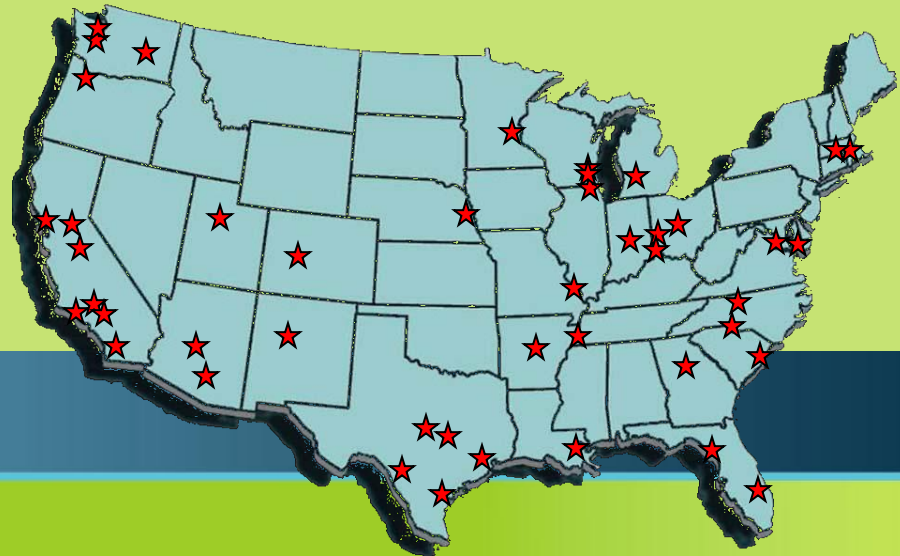


CINCINNATI STREETCAR

A National Movement

46 other cities across the United States are studying, developing, building, or operating streetcar systems.

Albuquerque, Ann Arbor, Arlington/Fairfax, Atlanta, Austin, Baltimore, Boise, Boston, Charlotte, Chicago, Columbus, Corpus Christi, Dallas, Dayton, Denver, Fresno, Galveston, Glendale, Indianapolis, Kenosha, Little Rock, Los Angeles, Lowell, Memphis, Miami, Milwaukee, Minneapolis, Myrtle Beach, New Orleans, Ogden, Omaha, Pasadena, Portland, Sacramento, San Antonio, San Diego, San Francisco, Seattle, Spokane, St. Louis, Tacoma, Tampa, Tempe, Tucson, Washington DC, Winston-Salem



PORTLAND

- 7000 New residential units since 2001



Before



After

PORTLAND

- 7000 New residential units since 2001



Before



After

TAMPA

- 700 New residential units since 2003



After

LITTLE ROCK

- 650 New residential units since 2004



After

KENOSHA

- 480 New residential units since 2000



Before



After

WHAT IS IT?

Cincinnati Streetcar

- Electric streetcar operating on fixed rail
- Runs with traffic
- Runs 18 hours per day, 365 days per year
- Utilizes a single overhead wire to minimize visual impacts
- 7 modern cars



Streetcars vs. Buses

CINCINNATI STREETCAR

Streetcars offer unique advantages over traditional buses.

- Streetcars are quieter.
- Streetcars accommodate more people.
- Streetcars are more accessible to individuals with mobility impairments.
- Streetcar tracks are permanent infrastructure and encourage confidence for investment along the route.
- Streetcar routes are easily understood by visitors – just follow the tracks!
- Streetcars generate “transit oriented development.”
- Streetcars generate more riders.



Streetcars vs.

Light Rail

CINCINNATI STREETCAR

Streetcars have a purpose that differs from traditional light rail

Light Rail supports commuting long distances;

- Requires its own right of way
- Has heavier cars
- Is costlier to build because of land acquisition, cost of cars, etc.

Streetcars support personal trips.

- Lunch
- Shopping
- Happy hour
- Special events throughout the central corridor
- Business meetings

Streetcars make it easier to commute;
park once; get around



CINCINNATI STREETCAR

What will it do?

- Create jobs
- Connect the city's two largest employment centers
- Complement development
- Stimulate development that would otherwise not occur
- Help generate revenue that can be used citywide
- Enable more efficient land use
- Help create a city people choose
- Support sustainability



Project Analysis

BENEFITS & IMPACTS

The initial Feasibility Study indicated the Streetcar could reasonably be expected to realize a:

2.7:1 benefit to cost ratio

14:1 economic impact to cost return



BENEFITS & IMPACTS

2.7:1 benefit to cost ratio is realized on:

- **Property Value Premiums**

- Increases in real estate values for properties near the route

- **Congestion Management benefits**

- Safety savings by accident reductions
- Vehicle operating costs savings
- Emissions reductions

- **Affordable Mobility benefits**

- Trip costs savings for low-income households

- **Cross Sector benefits**

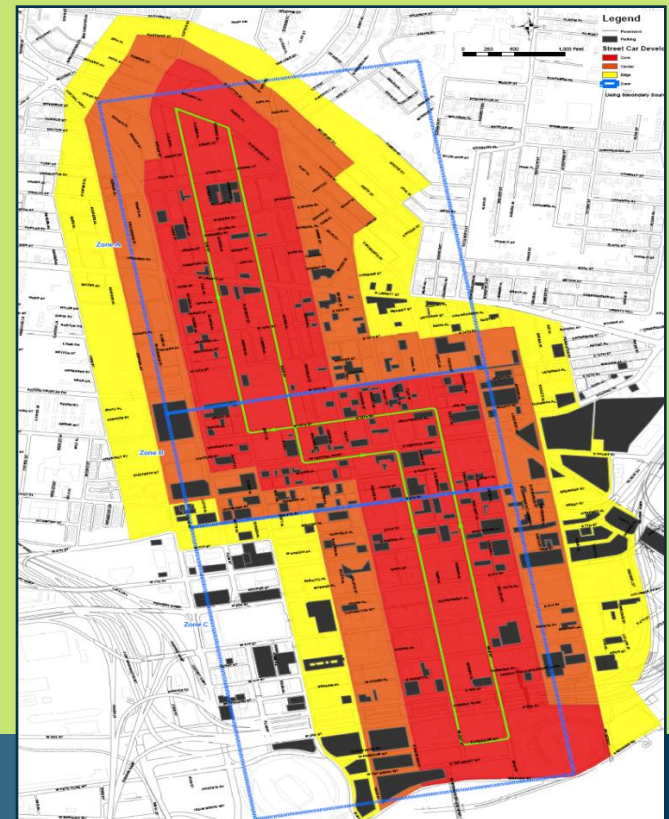
- Improved accessibility reducing social services transportation outlays to service points



BENEFITS & IMPACTS

The 14:1 economic impact to cost ratio is realized on:

- Potential redevelopment of existing vacant and under-utilized floor areas along the route
- Potential redevelopment of 92 acres of existing surface parking lots along the route
- 3 blocks of economic impact surrounding streetcar route



BENEFITS & IMPACTS

STREETCARS SPUR TRANSIT ORIENTED DEVELOPMENT

“TOD in these communities is helping to create unique downtowns designed to attract growth that would otherwise go to the sprawling regional fringe”

--February 2007 report conducted by the Greater Cleveland Rapid Transit Authority on the City of Dallas



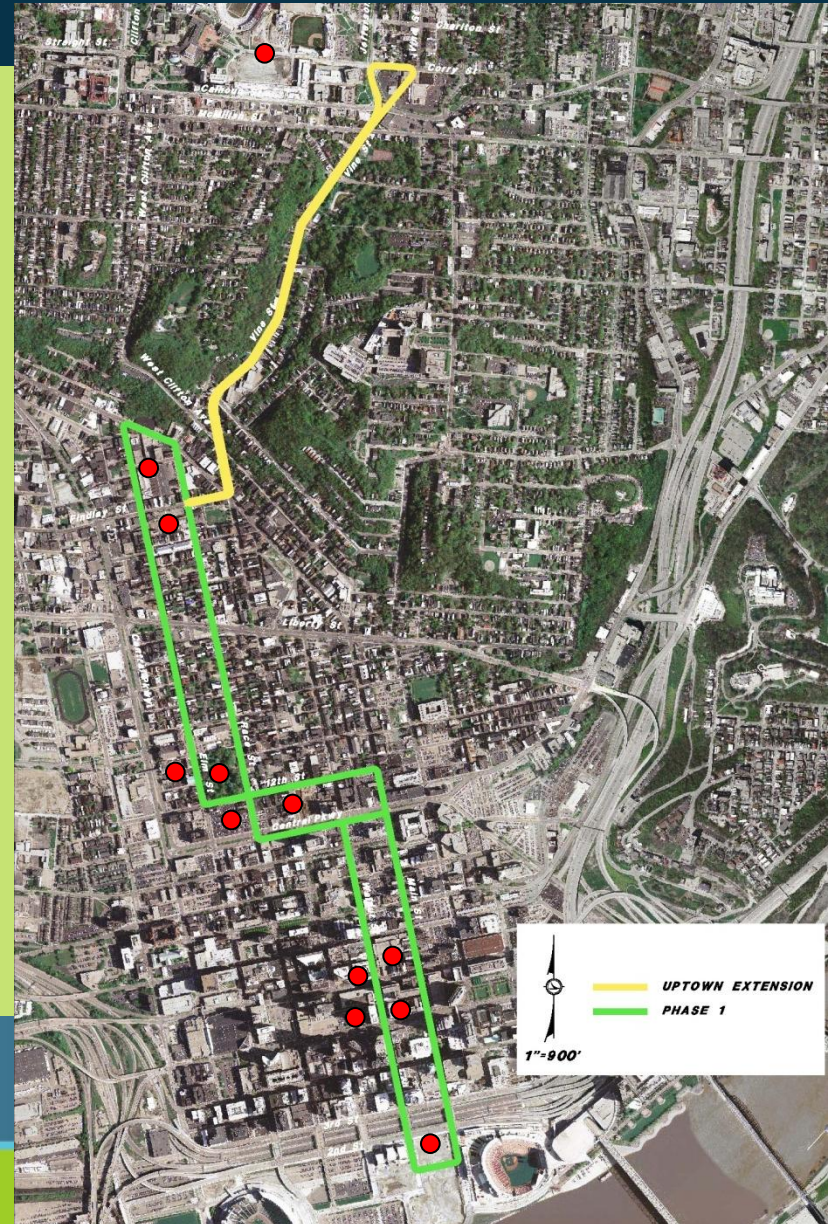
Where Does It Go?

ROUTE MAP

The route connects:

- The Banks
- Government Square
- Fountain Square
- Aronoff Center
- Contemporary Arts Center
- Gateway Quarter
- Findlay Market
- Washington Park
- Brewery District
- SCPA
- Music Hall and
- Uptown destinations

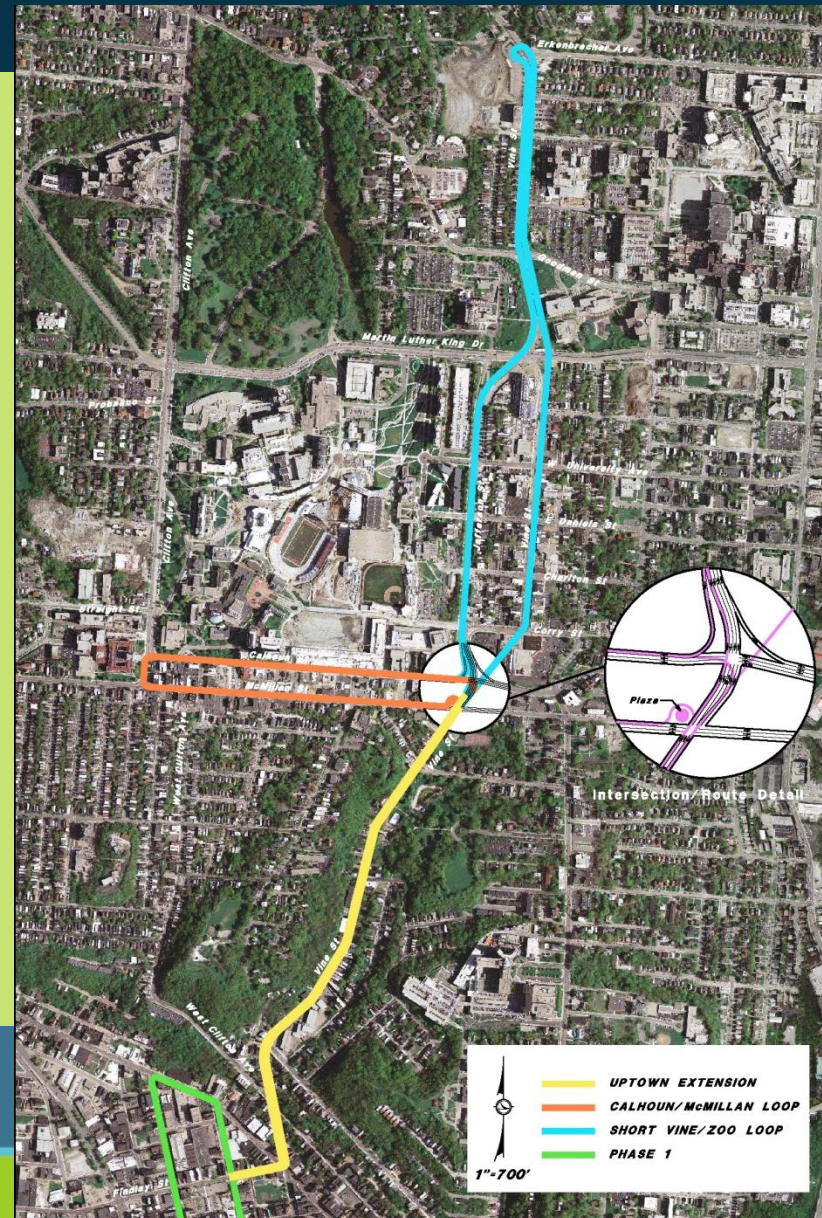
Although current drawings indicate a Vine Street connector route, the upcoming Alternatives Analysis will study several options in the Uptown area to determine the preferred route.



ROUTE MAP

Public consensus, GO Cincinnati, and policy agree that an Uptown-Downtown connection is critical to the streetcar's success.

Specific Uptown routes are still subject to study, but study options will include connector route options and several circulator loops.

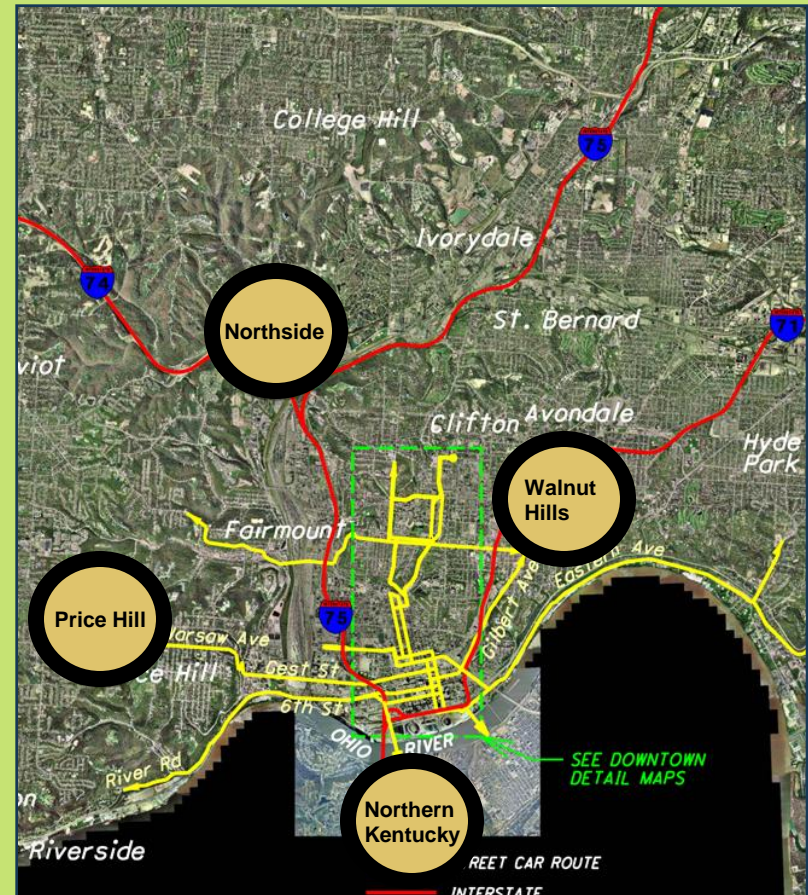


STREETCAR-ROUTE MAP

Streetcars are just one piece of the larger transportation needs of the region.

Future extensions could connect many of Cincinnati's neighborhoods into the system.

The State of Ohio is currently exploring an intercity passenger rail system that would complement the streetcar system.



What Does It Cost?

STREETCAR - WHAT WILL IT COST?

<u>Item</u>	<u>Cost</u>
Guideway and Track Elements	\$31,200,000
Platforms and Stops	\$ 3,000,000
Maintenance Facilities	\$ 6,200,000
Utility Relocations	\$ 6,100,000
Power Systems	\$21,900,000
Vehicles	\$28,700,000
Engineering & Financing	\$20,200,000
<u>Construction Related Contingencies</u>	<u>\$10,700,000</u>
Total	\$128,000,000

This investment will construct the all of the Downtown/OTR segments and the connector to Uptown.

Costs for an Uptown loop circulator is preliminarily estimated between \$21 - \$34 million, based on the specific route.

Costs are projected in 2010 dollars. Costs can be conservatively estimated to escalate \$5.1 million each year beyond 2010.



WHAT WILL IT COST?

Source

TIF

City Capital

Blue Ash Proceeds

Government Capital Grants

Federal Transportation Funding

Total

\$25,000,000

\$25,000,000

\$11,000,000

\$ 7,000,000

\$60,000,000+

Total

\$128,000,000

The recommended local government sources cannot be used for the City's general operating expenses such as police services, garbage collection, or health services.

The proposed financing balances the streetcar system with other projects such as The Banks and Over The Rhine development.



FEDERAL SOURCE OPTIONS

- FTA Small Starts
- Very Small Starts
- Congestion Mitigation/Air Quality (CMAQ) funding
- Discretionary Grants
- Special Appropriations
- Stimulus Funding
- Mayor and Administration in ongoing discussions with federal representatives



OPERATING COSTS

Sponsorships (stops)



Fare revenues



**Estimated at
\$3.5 million annually**



Assessments/Improvement District



City revenues

Operational estimates are based on 18 hours/day, 7 days/week operation with 10 minute peak, 20 minute off-peak service frequency, and also include maintenance costs for track, power systems, and vehicles.

PROJECT MANAGER

Cincinnati Streetcar Development Partners (CSDP)

In June 2009, the City concluded a lengthy RFQ process selecting CSDP, a consortium of national and local firms, to Design, Build, Operate, and Maintain the Cincinnati Streetcar System.



RIDERSHIP PROFILE

The Feasibility Study projected the Streetcar would generate 4600 trips per day in its first year of operation.

Potential riders include:

- Workers going to meetings
- Residential commuters
- Shoppers after work
- Visitors in town for a convention
- College students on weekends
- Sports Fans in for a game

Ridership is estimated on a fare of 50 cents. A one dollar fare generates ridership of 3700 trips per day.



- Attracting Talent
- Competing Internationally
- Connecting Assets
- Attracting Entrepreneurs & Residents
- Stimulating Job Growth



CINCINNATI

STREETCAR

A Transformational Project